



Docket No.: YOR92000061 FUST

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application

5 Applicant(s): Cofino et al.
Docket No.: YOR920000611US1
Serial No.: 09/654,202
Filing Date: September 1, 2000
Group: 3625
10 Examiner: Robert E. Rhode, Jr.

I hereby certify that this paper is being deposited on this date with the U.S. Postal Service as first class mail addressed to the Commissioner for Patents, P.O./Box 1450, Alexandria, VA 22313-1450

Signature: [Signature] Date: July 8, 2003

Title: System and Method for Visually Analyzing Clickstream Data with a Parallel Coordinate System

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AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Non-Fee Amendment
Commissioner for Patents
20 P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

25 In response to the outstanding Office Action, dated April 9, 2003, please amend the above-identified patent application as follows:

IN THE SPECIFICATION

30 Please replace the paragraph beginning at page 12, line 5, with the following rewritten paragraph:

--Next (207), by examining the generated visualizations of shoppers' activities (800) in the online store (103), business analysts understand the effectiveness of their store and/or identify one or more problems with their store such as a broken link to promoted products, or a lengthy and cumbersome checkout process. Business analysts
35 make recommendations for store improvement based on their findings.--

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GROUP 3600